TRENDS | Checkstand Merchandising Study

# Candy and gum the sweetest managers tell *DrSN* survey

Candy and gum remain the overwhelming favorites with which to sweeten impulse sales at the drug store checkout counter, according to *Drug Store News'* recent survey of 60 headquarters and store-level merchandise managers.

Asked to rate their three most important choices for year-round checkstand merchandise categories, three out of four respondents named candy/gum as a crucial part of their front-end strategy. The next-favored checkstand categories were cigarettes/tobacco, named a top-three staple by 42 percent of the retailers surveyed; and books/magazines, with 25 percent.

The survey results indicate a greater-than-ever reliance on candy and gum to capture last-minute sales at the checkstand. Last year, only 43 percent of the respondents rated the category as among the three most important checkout items, and gave film a 33 percent rating, ahead of both cigarettes/tobacco, with 30 percent, and books/magazines, at 27 percent.

In the most recent *Drug Store News* poll, only 23 percent rated film a checkout necessity.

Among seasonal products, lip protectors took top honors as a key winter staple at the checkstand. According to 25 percent of the retailers surveyed, lip protectors were the most desirable items for winter sales at the register, although headquarters merchandisers were far more enamored of the product than store managers (37 percent vs. 13 percent).

Not surprisingly, suntan products remain the most frequently requested item for summer. Three out of 10 respondents rated suntan products as their top seasonal checkstand staple for summer, followed by 12 percent for candy/gum, 8 percent for film and 3 percent each for sunglasses, lip protectors, snacks and soft drinks.

Even among seasonal products, candy/gum remained a top choice. The category edged out suntan products, garden supplies and other products as the favored seasonal product during spring, and also took the top spot for fall checkstand merchandising, beating out school supplies, cold products and other categories.

Overall, the top 10 most frequently cited, regularly available products currently found at the drug store checkstand, according to those surveyed, were candy/gum (90 percent), cigarettes (87 percent), film (73 percent), lip protectors (70 percent), cigarette lighters (60 percent) nail clippers (60 percent), batteries (57 percent), magazines (53 percent), razor blades (43 percent) and playing cards (40 percent).

Headquarters managers were also asked to name the five most profitable checkstand categories, in terms of gross profit dollars generated. Rated most profitable was candy/gum. Also generating handsome profits are batteries, sunglasses, cigarette lighters, magazines, film and razor blades, they said.

**Checkstand favorites**

| | % of HQ respondents as of 12/87 | % of HQ respondents as of 1/87** |
|---|---|---|
| Candy/gum | 90% | 83% |
| Cigarettes | 87 | 80 |
| Film | 73 | 73 |
| Lip protectors | 70 | 67 |
| Cigarette lighters | 60 | 80 |
| Nail clippers | 60 | 43 |
| Batteries | 57 | 57 |
| Magazines | 53 | 47 |
| Razor blades | 43 | 47 |
| Playing cards | 40 | — |
| Newspapers | 40 | 33 |
| Novelties and trend items | 37 | 37 |
| Key rings | 30 | 47 |
| Snacks (potato chips, etc.) | 30 | 10 |
| Pens | 23 | 37 |
| Celophane adhesive tape | 20 | — |
| Sunglasses | 20 | 23 |
| Glue | 13 | — |
| Pocket sized books | 10 | 13 |
| Calculators | 10 | — |
| Nuts | 7 | 10 |
| H&BA trial sizes | 7 | 23 |
| Small toys | 7 | 10 |
| Cookies | 3 | 7 |
| Soft drinks | 3 | — |
| Giftware/jewelry | 3 | — |
| Other products | 17 | 3 |
| Don't know/no answer | 3 | — |

Note: Percentages exceed 100 percent due to multiple responses
Source: *Drug Store News* survey

**Retailers rate profits power of leading checkstand items**

| | Product categories available at main checkout | 1st most profitable | 1st or 2nd most profitable |
|---|---|---|---|
| Candy/gum | 97% | 31% | 55% |
| Lip protectors | 90 | 7 | 7 |
| Nail clippers | 87 | 4 | 4 |
| Batteries | 80 | 13 | 33 |
| Film | 80 | 4 | 13 |
| Novelties/trend items | 80 | 8 | 8 |
| Magazines | 77 | 9 | 17 |
| Cigarette lighters | 77 | 9 | 22 |
| Cigarettes | 77 | 9 | 13 |
| Razor blades | 63 | — | 11 |
| H&BA trial sizes | 50 | — | 7 |
| Sunglasses | 43 | — | 31 |
| Small toys | 37 | — | 8 |

Note: All respondents carry these categories regularly or occasionally.
Source: *Drug Store News* survey

# Merchandising execs experiment with front-end alternatives

*Continued from page 16*

through registers instead of the long front-end counter," noted a merchandising executive for one drug chain. "It's a lot harder to merchandise for high-impulse sales in a straight-line front-end configuration like we have.

"I think that configuration is a throwback to the old drug store service counter approach, when everybody sold photo, batteries and cigarettes from the same position," he added. "That's probably why most chains have stuck with it."

In addition to product selection and front-end layout, drug chains also differ in who makes the decisions regarding checkstand merchandising. According to the *Drug Store News* survey, less than half of all drug chains planogram their main checkout areas, and many rely heavily on the store manager to make front-end purchasing decisions. Nevertheless, many different executives can play a role in the merchandising process.

### 30% for flexibility

Approaches can vary widely, with the size and complexity of a retail organization playing a big part. In general, smalier and more diversified drug chains like Dunaway Drug Stores and Bill's Drugs in Lafayette, Calif., allow for a greater degree of latitude at store level, while larger, more centrally controlled chains like Rite Aid and Walgreens opt for greater centralization and standardization.

"About 70 percent of our front-end mix is planogrammed and pretty permanent, with the other 30 percent left open for flexibility with new items and manager input," explained Rite Aid's Cardinale.

Bill's Drugs, on the other hand, encourages store managers to set up their own checkstand programs. "We just tell them to keep the register areas filled up with fast-moving items," said chairman and chief executive Bill Eames.

**Checkstand regulars: Products sold at main registers year-round**

| | % of HQ respondents |
|---|---|
| Candy/gum | 80% |
| Cigarettes/tobacco | 43 |
| Books/magazines | 33 |
| Film | 27 |
| Cigarette lighters | 20 |
| Batteries | 20 |
| Razors/razor blades | 17 |
| Novelty/trend items | 10 |
| Lip protectors | 13 |
| Nail clips | 3 |
| Playing cards | 3 |
| Other products | 7 |

Source: *Drug Store News* survey

**Seasonal checkstand favorites**

(Combined headquarters and store-level responses)

| Winter | Spring | Summer | Fall |
|---|---|---|---|
| Lip protectors | Candy/gum | Suntan products | Candy/gum |
| Candy/gum | Suntan products | Candy/gum | School supplies |
| Cough drops/cold products | Garden gloves/seeds/supplies | Film | Cold products/cough drops |
| Christmas pins/items | Lip protectors | Sunglasses | Film |
| Film | Cigarette lighters | Lip protectors | Novelty items |
| Windshield washer | Sunglasses | Snacks | Lip protectors |
| Ice scrapers | Soft drinks/soda | Soft drinks | Batteries |
| Gloves | Allergy products | Small toys | Cold weather gear/gloves |
| Lotion | Kites | Insect repellant | Tissues |
| | | | Snow scraper |

Source: *Drug Store News* survey

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**Countertop units, such as the sunglasses displayer in the above photo, are the most popular means for capturing impulse sales.**

# Countertop displays top choice for impulse sales

Countertop displays have become the method of choice for capturing impulse sales at the main checkstand, according to drug store retailers surveyed in the newest *Drug Store News* Checkstand Merchandising Study.

More than eight out of every 10 chains reported using countertop prepacks, compared with 68 percent which use dump bins or cigarette racks at the front end, 67 percent which rely on candy/gum racks and 65 percent which allow for magazine racks.

In contrast, the survey shows a decrease in the use of freestanding manufacturer or floor displays at the main checkout area, to just 58 percent of the drug chains surveyed, compared with 80 percent in 1986. The use of gravity-feed displays also plummeted last year, with just 38 percent of chains reporting their use in 1987 compared with 70 percent a year earlier.

*Clip strips are 'better than J-hooks, easier to use, and safer,' noted one respondent.*

Experiments with checkstand merchandising techniques continue, however. Although only 13 percent of the respondents scrapped some type of display unit over the past six months, 27 percent reported using some new type of display or fixture during the same time period. And 23 percent said they plan to try a new type of display at the main checkout during the next half-year.

In contrast, only 5 percent of those surveyed anticipated dropping any type of display at the main checkout over the next six months.

Chain checkstand merchandisers gave researchers a variety of reasons for their willingness to experiment with new display formats at the front end. One headquarters merchandiser anticipated a move in his stores to three-sided, supermarket-style checkout displays at the front end "just to try a better presentation," adding, "Presently at three checkouts at three of our stores, we have bulk stacking of bulk merchandise. Using fixtures more offers variety without bulk. Smaller quantities, greater variety."

Added a store-level respondent: "Whatever comes out that's new, we try, to see what kind of response we get. Customer appeal is also important."

Among the types of displays drug chains tried for the first time last year at the checkstands, clip strips were the single most popular. Thirty-one percent of respondents who reported using new displays at the front end chose clip strips, compared with 19 percent who tried three-sided supermarket-style displays, and another 19 percent who adopted checkstand cigarette racks for the first time.

Clip strips were popular for a variety of reasons. "They're better than J-hooks, easier to use in the stores and safer," noted one headquarters-level respondent. "We feel there is better visibility."

"[Clip strips] took up little space and could be affixed to an existing rack," added another.

Another merchandiser reported trying candy and gum racks for the first time because they "offered an opportunity for gross profit, cash incentives and display allowances."

**Display racks used most often**

| | HQ respondents citing use |
|---|---|
| Countertop displays | 87% |
| Bins for dumping | 63 |
| Cigarette racks | 70 |
| Candy/gum racks | 77 |
| Magazine racks | 67 |
| Wire racks displaying a wide variety of products | 63 |
| Vertical displays | 57 |
| Free-standing mfr. or floor displays | 57 |
| Horizontal displays | 63 |
| Clip strips | 40 |
| J-hooks adjacent to register | 43 |
| Gravity feed displays | 40 |
| Three-sided or winged supermarket style checkout display | 23 |
| Traditional supermarket style checkout displays | 33 |
| Other displays | 3 |
| Don't know/no answer | 3 |

Source: *Drug Store News* survey

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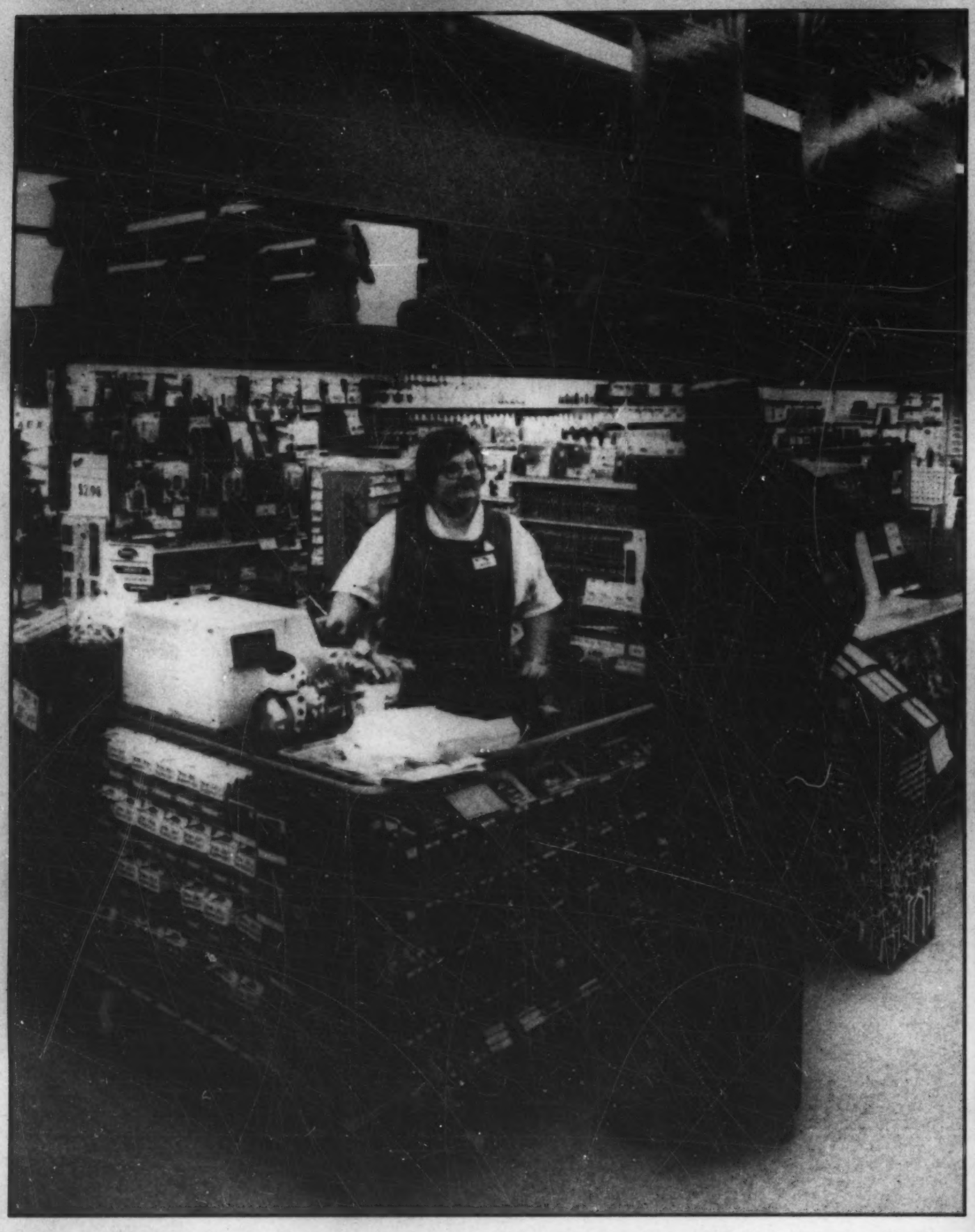
**TRENDS** *Checkstand Study*



**Shelving set tight to the checkstand counter promotes an open, uncluttered look in this SupeRx Corp. store in Phoenix.**

# Impulse sales and fast turns are prime checkstand criteria

The ability to generate impulse sales and fast turns remains the most important attributes of any merchandise category displayed at the main checkstand, according to the *Drug Store News* Checkstand Merchandising Study. Impulse sales potential was rated "very important" by 78 percent of the respondents, with quick turnover rating almost as highly.

Among other requirements chain drug retailers demand from their checkstand merchandise are high sales per square foot (rated "very important" by 63 percent), broad consumer appeal (a key factor for 60 percent of those surveyed), and high gross margins (with a 47 percent rating).

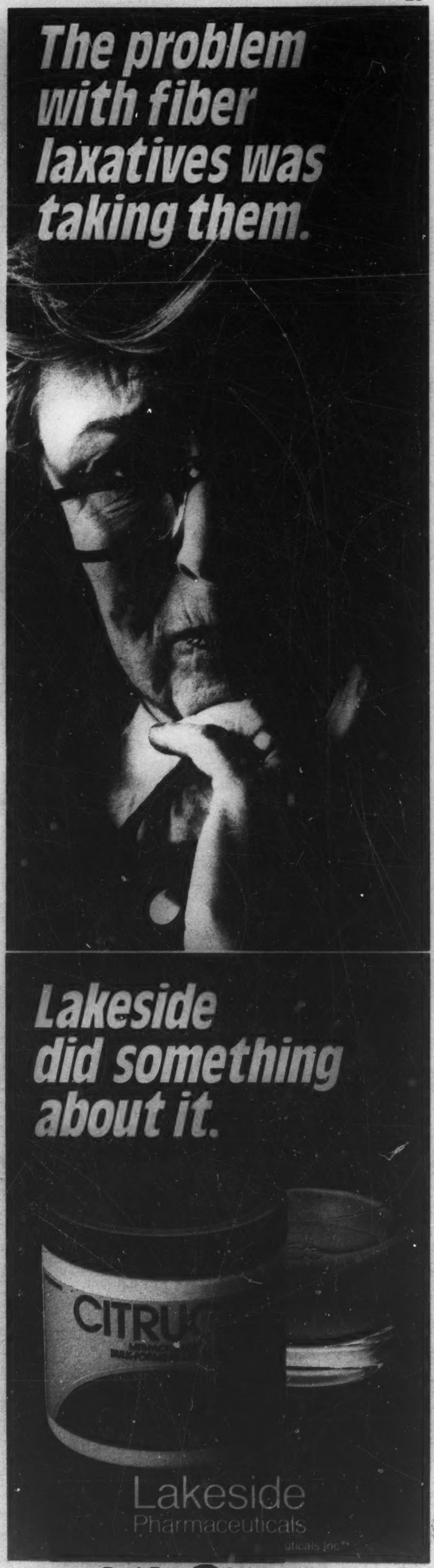
The survey also pointed up a divergence of opinion between headquarters and store-level respondents. The risk of theft for any checkstand item, for instance, was rated "very important" by 47 percent of store managers but only 27 percent of headquarters merchandisers. And while 83 percent of the headquarters people ranked "sales per square foot" as among the most important attributes for checkstand, only 43 percent of the store-level respondents felt that way.

Both store and headquarters employees were in agreement that "the availability of manufacturer-provided displays" and "items on sale" were not crucial to the selection of merchandise for the checkout counters.

### How products earn checkstand space

| | Total respondents | % of HQ respondents | % of store level respondents |
|---|---|---|---|
| Impulse purchase potential | 78% | 87% | 70% |
| Quick turnover | 72 | 83 | 60 |
| Sales per sq. ft. | 63 | 83 | 43 |
| Inventory turns | 60 | 60 | 60 |
| Broad consumer appeal | 60 | 80 | 40 |
| High gross margins | 47 | 50 | 43 |
| Reduced theft risk | 37 | 27 | 47 |
| Display allowances | 35 | 37 | 33 |
| Items of excellent value | 35 | 40 | 30 |
| Mfr. display availability | 10 | 3 | 17 |
| Items on sale | 5 | 7 | 3 |

Source: *Drug Store News* survey

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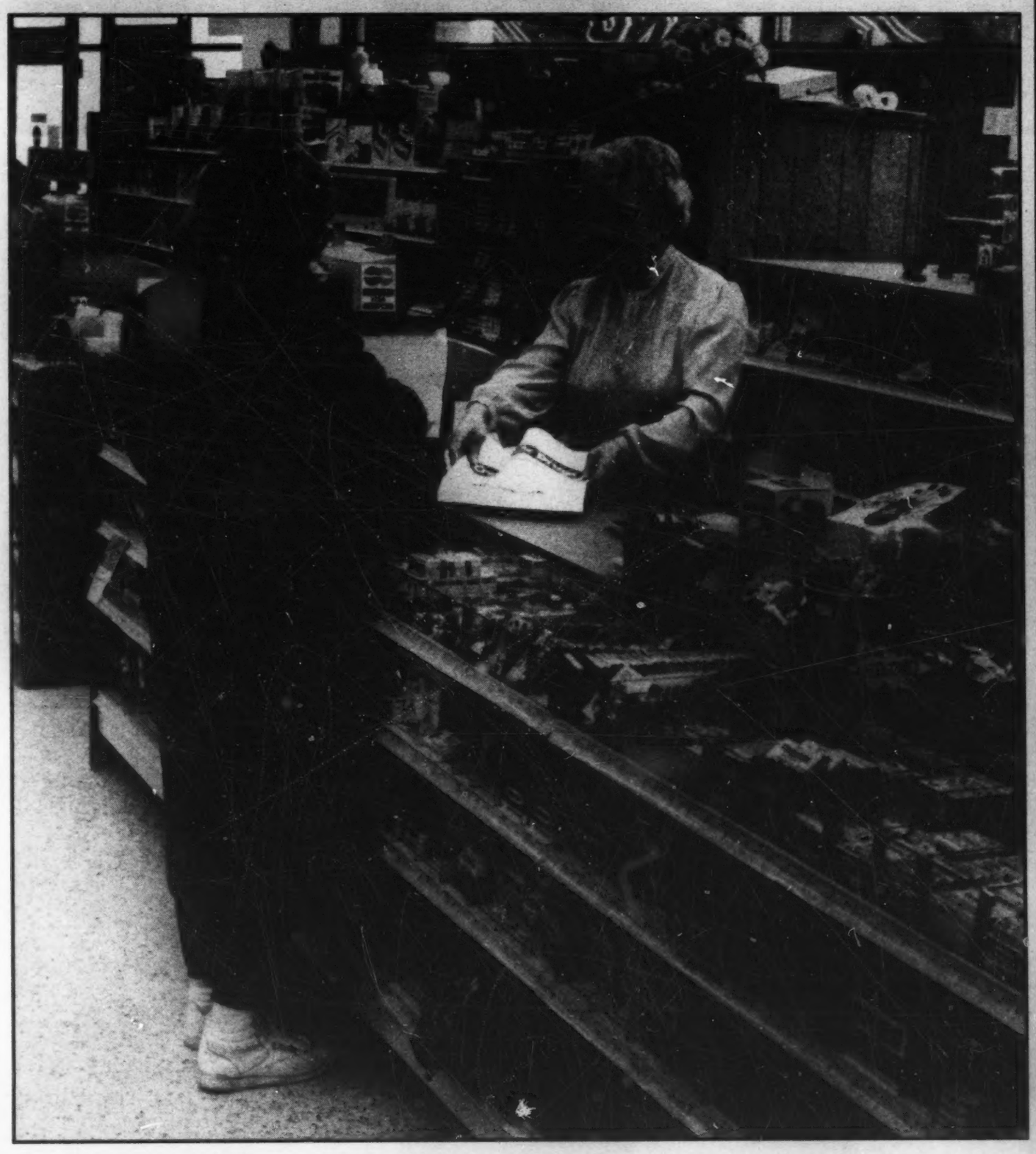
Checkstand Study **TRENDS**



Crown Drugs uses shelves set behind the checkstand to provide maximum exposure for a variety of items ranging from consumer electronics to cigarettes.

# Store managers play vital roll in determining use of endcaps

Headquarters and store merchandise managers are not always in synch over who controls the checkstand merchandising process, but they do agree that store managers play a vital roll in deciding how to use endcaps, according to the *Drug Store News* Checkstand Merchandising Study.

More than half of those surveyed—including 63 percent of the store-level group and 40 percent of the headquarters executives—named the store manager as the person responsible for deciding what products go into endcap displays. Both groups also cited general merchandise managers as an important part of the process, with 23 percent of headquarters people and 17 percent of store managers naming GMMs as the primary endcap decision-makers.

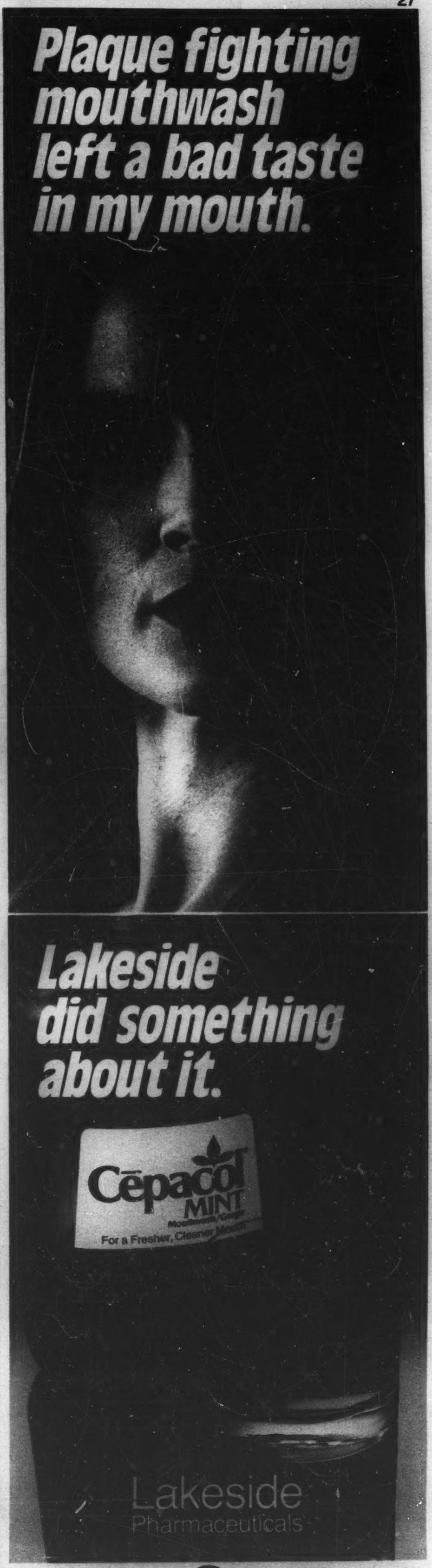
Store managers and headquarters executives were also in agreement as to which products belong on endcap displays. Topping the list of products merchandised on endcaps at the drug chains surveyed were seasonal items, health and beauty aids, new and sale merchandise, and candy/gum.

**Products most frequently endcapped**

| | % of HQ respondents |
|---|---|
| Seasonal items | 67% |
| Health and beauty aids | 50 |
| Sale and new merchandise | 43 |
| Candy/gum | 43 |
| Promotional items | 30 |
| Cleaning supplies/ household items | 30 |
| Grocery products | 23 |
| Cosmetics | 23 |
| Advertised specials | 20 |
| Cookies/snacks | 13 |
| Gift items | 10 |
| Anti-freeze | 3 |
| Sundries | 10 |
| Greeting cards | 10 |
| Pens | 10 |
| Sunglasses | 10 |
| Books/magazines | 7 |
| Batteries | 3 |
| Impulse items | 3 |
| Film | 3 |
| Flowers | 3 |
| Other products | 7 |
| Don't know/no answer | 7 |

*Drug Store News* survey

A broad selection of sundries are found at the checkout for this Rite Aid in Camp Hill, Pa.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# PHARMACY

# Self-care drives diagnostics, Rx-OTC switches

BETHESDA, Md. — Experts predict that the trend toward increased consumer reliance on self-medication and self-care will drive the market for more home diagnostic and monitoring kits and spark a greater number of Rx to OTC switches.

Millions of Americans are showing a greater interest in their health and well being, according to William Bergman, chairman of the Proprietary Association, which sponsored, in conjunction with the FDA, a symposium here on the future of consumer self-care and self-medication.

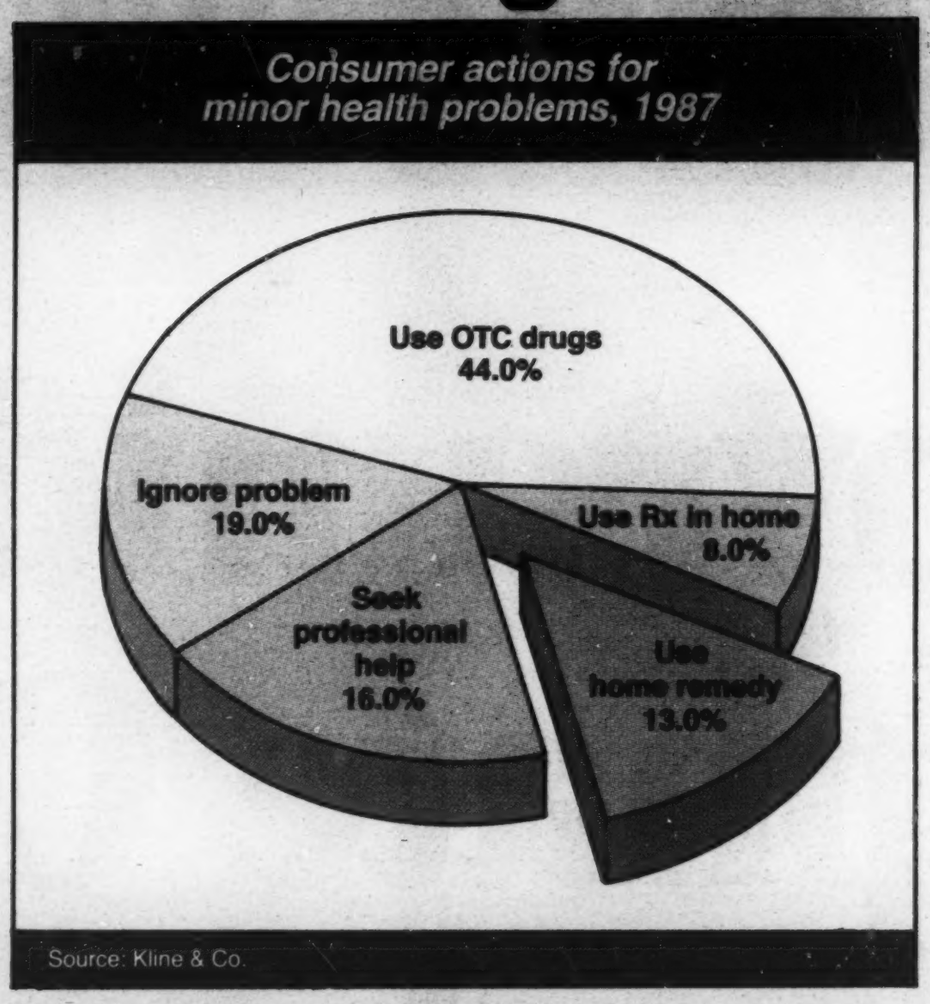
This trend, according to industry watchers, is irreversible. Dr. Isadore Rosenfeld, a cardiologist and educator, explained that the trend is driven by a number of factors.

At the same time consumers are placing a greater importance on health care matters and are taking better care of themselves, said Rosenfeld, professional health care costs are soaring. Third-party insurers are cutting back on the percentage of care they will cover.

"Once American health consumers realize that they no longer have access to unlimited care for which someone else picks up the tab, they will look for other ways of dealing with their medical problems," said Rosenfeld.

One of the ways will be through the use of at-home monitoring and diagnostic devices, such as those that measure cholesterol, evaluate changes in renal function and determine hemoglobin levels.

"People today want to accept greater responsibility for health and to participate more fully in personal medical decisions," said Bergman. Home diagnostics and monitoring "can lend new precision to individual decisions to ignore, self-treat, or consult a health professional about an obvious symptom or situation," according to Bergman.


Consumer actions for minor health problems, 1987
Use OTC drugs 44.0%
Use Rx in home 8.0%
Use home remedy 13.0%
Seek professional help 16.0%
Ignore problem 19.0%
Source: Kline & Co.

**OTC drugs sales are booming as consumers are opting to self-medicate rather than visit their doctors for prescriptions to treat minor health problems.**

The success of home ovulation kits, pregnancy tests and diabetes screening tests and monitoring equipment will make the market ripe for the introduction of kits which test for other conditions.

Savvy consumers are mounting a "self-care revolution," said Frank Samuel, president of Health Industry Manufacturers Association, and the new diagnostic kits will be their "weapons."

Technological changes, said Samuel, will make new products practical. "The use of monoclonal antibody technology makes possible diagnostic tests for home use that are more accurate, reliable, and stable than those used in the hospital a few years ago."

FDA commissioner Frank Young said that although home kits would not take the place of physician consultation, they would provide consumers with an opportunity to screen for conditions themselves.

"Home diagnostics are not intended to replace or supplant the physician. Rather they are tools that extend the physician's scope and free the physician to perform the health service that only physician can do," said Samuel.

Samuel likened home diagnostic kits to thermometers, ideally used as screening measures. Thermometers offset the cost and inconvenience of a trip to the doctor, by allowing patients access to a tool which can help them decide whether to seek medical help or wait to see if symptoms persist, Samuel explained.

Young said that an OTC home kit for detecting urinary tract infections is currently in FDA's approval pipeline. Samuel sees tests for strep throat on the horizon.

### Rx to OTC switches

The increased cost of health care will further be reduced as consumers increasingly gain OTC access to drugs which formerly required a prescription.

"According to a recent industry survey, four times as many common health problems are being treated by OTC products as are taken to physicians," said Young. He attributes the increased use of OTC products to switches.

"In the last ten years, almost all of the successful OTC products were Rx to OTC switches," said Young.

Many OTC products are offering more than symptomatic relief of minor conditions, according to Young. Some cure, some prevent, others help manage disease. The trend will continue; the OTC market will be enlarged, he added.

Self-medication using OTC products is not only a boon to consumers interested in taking a more active role in their own care, but an economic benefit to society, according to Dr. Charles Kline, of Kline & Company, a marketing consultant firm.

"For every dollar spent in retail OTC," said Kline, "the consumer gets $1.79 in health care benefits." The study shows that OTC medications saved the U.S. economy $23.8 billion in 1987 in lost time from work, visits to doctors, prescription drugs, insurance services, travel and home remedies.

### Labeling important

With the American public witnessing an irreversible trend toward increased self-medication, typically with stronger drugs which once held Rx status, Commissioner Young is committed to proper labeling for OTC products and is bent on keeping physicians in the information loop, appraised of what their patients are taking at home.

"Labeling is exceedingly important on all self-care products designed to be used without professional consultation," said Young. "FDA plans to announce shortly the availibility of a draft document for in vitro diagnostic devices for home use."

The guidelines will suggest visually highlighted directions, a complete explanation of how the test works, medical benefits and limitations, a description of foods or substances which would affect results, and perhaps most importantly, an interpretation of results and follow up action required.

"Information is the self correcting feature of the marketplace," said Rep. Henry Waxman, chairman of the House Subcommittee on Health and the Environment. "Switching RX to OTC recognizes the public's desire to make their own health decisions. But consumers must fully understand powerful drugs. Selling medication directly to the public carries a heavy legal and ethical burden."

Perhaps the counseling role will ultimately fall to the pharmacist as the health care marketplace continues to evolve.

"The pharmacist is the person who can answer whether a new blood testing kit can tell a consumer what he needs to know," said George Harris, editor-in-chief of *American Health* magazine.

Arthur White, president and ceo of WSY Consulting Group, thinks the pharmacist will ultimately become the information source.

"The American people are asking their doctors to tell them that medication is safe," he said, "but it's the pharmacist that knows that information. The family pharmacist has retreated to a distant area of the pharmacy so that he or she is not as accessible. That role as information giver should be reestablished. The American people are receptive to self-care and self-medication, but they won't go it alone. They are counting on complex partnerships with health care professionals, doctors and pharmacists."

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# DRUG STORE NEWS

Vol. 10/No. 7 **Our 60th year of serving chains, wholesalers and high-volume independents** Published by Lebhar-Friedman Inc. March 28, 1988


# Longs' small store format marks new direction

Ice cream being served at San Diego's new Longs Pharmacy.

By Pamela Krein

SAN DIEGO — In what could become a new small-store format, Longs Drug Stores opened its first Longs Pharmacy here this month. The move is seen as a continuation of the chain's efforts at market flexibility.

With 9,704 square feet of selling space—about half the company's average—Longs Pharmacy is "not a prototype, but it may become one," Dick Scott, executive vice president of operations for the 229-store Walnut Creek, Calif.-based company, told *Drug Store News*.

However, Scott said the different name does give the chain a platform to launch a small-store format, and added, "We are looking at other areas where there appears to be a similar situation" to the newly-opened store.

*The mall site marks further small-store experimentation for Longs.*

Located in downtown San Diego on the ground level of Horton Plaza, the mall site marks further small store experimentation for Longs.

The chain recently opened a store under the Longs Drugs name in Alameda, Calif. with 9,942 square feet of selling space. This store, and now the new Longs Pharmacy site, further establishes the chain's

*See* **Longs,** *page 69*

# Main objective: profitability, Perry Drug chief exec says

## *1st-qtr. numbers hint at turnaround; sales up*

By James Frederick

TROY, Mich. — Responding to shareholder concerns about last year's operating loss of $7.9 million, Perry Drug Stores chairman and chief executive Jack Robinson and president David Schwartz dedicated themselves to restoring profits at Perry's annual shareholders' meeting here March 15.

Recently announced first-quarter results indicate the company's turnaround efforts may be paying off. Net earnings for the period ended Jan. 31 stood at $1.8 million, on a par with results for the first quarter of last year. Sales from continuing operations increased 10 percent, to $175 million. Sales in seasoned stores were also up a healthy 6 percent.

Robinson blamed last year's loss on soft demand for auto parts, gross margin pressures in the pharmacies, higher administrative costs and other factors, and said the chain has taken several concrete steps to cut costs and boost margins. Among them:

- The elimination of more than 125 administrative jobs and the reassignment of many of those former headquarters people to the stores;
- "Substantial" bud-

*See* **Perry,** *page 69*

### *New prototype stresses customer service, color*

ANN ARBOR, Mich. — Perry Drug Stores unveiled a new store prototype here last month which emphasizes customer service, ease of shopping, and a more dramatic, colorful decor and merchandising scheme.

The new format caps months of work by group vice president Gary Allen, vp-real estate Paul Goldsmith, president David Schwartz and others to develop what Schwartz called "a new, exciting look for the '90s. . . with special lighting and color

*See* **Chain,** *page 69*

**Fragrance sales were disappointing for many drug store retailers this past Christmas, and in a special report beginning on page 13, *Drug Store News* explores why.**

**To identify how effectively chain drug stores merchandised fragrances during the Christmas selling season, *Drug Store News* sponsored a fragrance department audit in mid-November of 415 chain drug stores.**

**We measured how chains changed their merchandising strategy at Christmas—how big departments got, what specific brands were featured, the types of displays that were most commonly used, and when the average store completed putting up its fragrance displays.**

**We also looked at the best retail performers, including Walgreens, CVS and Longs, and we compared them to the average chain drug stores.**

**We think the picture is revealing.**

## LATE NEWS

- LOUISVILLE, Ky. — SupeRx Corp. said in U. S. District Court here it can offer as much as $30 a share for Begley Co., with $20 million it has lined up from American Continental Corp. The Phoenix-based company, meanwhile, planned to extend again its $21-a-share offer, which will allow an expedited response from shareholders to this possible $30-a-share amended offer.
- LOS ANGELES — Thrifty Corp. has bought 21-store Dave Cook Sporting Goods for an undisclosed amount. Thrifty adds the Colorado and Wyoming stores to its 160-unit sporting goods roster, as it aims to grow the division 10-15 percent over the next few years via regional acquisitions.
- MELVILLE, N. Y. — Genovese Drug Stores announced record sales and net income for the fourth quarter and year ended Jan. 29. Fiscal '88 sales rose 16 percent to $313.9 million. Net income for the year was $4.64 million compared with $2.04 million last year.

# Rite Aid starts acquiring Begley Co. share options

## *$29-per-share SupeRx bid yet to crystallize*

By David Vaczek

RICHMOND, Ky. — As Rite Aid began receiving options to buy Begley Co. shares as part of the $28-a-share merger pact it has with Begley's board, it was unclear whether SupeRx Corp. was still committed to buying Begley.

While SupeRx had told Begley's board it would pay $29 a share, sources say the Phoenix-based chain has so far failed to amend its $21-a-share offer.

Rite Aid has gained options on as much as 24 percent of Begley shares since its tender offer—which expires April 4—was launched March 4. They include options on about 160,000 shares owned by Begley Chairman Tracy Farmer and board member R. Steele Gregory, according to company spokesmen and other sources.

When and if Rite Aid gains a controlling 51 percent of

*See* **Begley,** *page 69*

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- Independent focus
- News Clips
- Washington Perspective
- Oral hypoglycemia drugs
- C. E. lesson: drug laws

# NEWS IN BRIEF

## Revco suffers $17.4M loss in 3rd qtr.

TWINSBURG, Ohio — Despite operating profits of $29.7 million before depreciation and amortization, Revco D.S. suffered a net loss of $17.4 million on sales of $600.3 million in the third quarter ended Feb. 6. This compares with third-quarter results last year of $579.4 million in sales, operating profits of $38.6 million and a net loss of $11.8 million.

Year-to-date sales are up 4.8 percent over last year, to $1.66 billion, with a net loss of $50.9 million on operating profits of $92.2 million.

Same-store sales for the period inched ahead 1.4 percent, up 2.8 percent for the first 36 weeks of the fiscal year. Prescription drugs accounted for most of the increase.

Revco chairman Boake Sells blamed much of the "below-plan performance" on high out-of-stocks during the Christmas season, but said the problem is being corrected. Sells added that Revco's new management team, as well as a 3.6 percent gain in prescriptions filled at Revco this year, should also improve operating results.

On another front, Revco's divestiture program is continuing, with the remaining divisions expected to be sold by mid-year ahead of schedule, said executive vp and chief financial officer Vito Cardace.

## Tiffany to keep neighborhood image

EUGENE, Ore. — Tiffany-Davis' new owner Dale Engel said he plans to keep the former family-run operation true to its friendly and convenient neighborhood drug store image.

Engel, who spent nearly 22 years with Osco, said he acquired the privately held company through a stock purchase. The acquisition gave Engel the company's six drug stores, including four with pharmacies, and one Hallmark store. They range in size from 2,300 to 15,000 square feet, with the average about 11,000 square feet.

The new owner said while he will make few changes, he may consider putting pharmacies in the two drug stores that currently do not have them.

## Armor 1st outsider named to Harris board

James B. Armor

SOLON, Ohio — James B. Armor, retired president of Pittsburgh-based Thrift Drug, has become the first outside member elected to the Board of Directors of Harris Wholesale Co.

Harris Wholesale president Seth B. Harris said Armor's "keen insight into the needs of retail customers is expected to add a significant contribution to the board and to the overall success of maintaining Harris's commitment to our customers." Armor, who was president of Thrift from 1980 to 1987, has 39 years of experience in retailing.

## Dart Group drops bid for Stop & Shop

LANDOVER, Md. — Dart Group Corp. has dropped its offer to purchase all outstanding stock of Stop & Shop Cos., following Stop & Shop's agreement to a $1.23 billion acquisition by Kolhberg Kravis & Co. Dart Group said all Stop & Shop shares tendered under its offer will be returned to the tender holders.

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Vol. 10, No. 7 March 28, 1988

# Crown uses larger stores in face of competitor influx

WINSTON-SALEM, N. C. — Crown Drugs is building a 60 percent to 80 percent larger format that underscores its "community store" orientation.

Meanwhile, expansion of the 20-store chain's warehouse is yielding critical buying clout to help Crown withstand an influx of deep discounters and combos, and a battered local economy, president Ray Gentry told *Drug Store News*.

Cosmetic exposure is improved with a new diagonal aisle.

Crown's year-old warehouse expansion, from 25,000 to 53,000 square feet, cost $900,000. Bulk buying allows Crown to lower prices, while sustaining or even increasing margins in such categories as candy and snacks, distilled water and reading glasses. Crown has developed, for the first time, a 50-foot housewares section featuring such brands as Rubbermaid and Ekco.

The DC holds almost $2.2 million worth of inventory and has staging space for breaking down shipments to stores. Seventy-two percent of sales are warehouse-shipped, up from 65 percent before the upgrade.

To build efficiencies further, Crown plans to install its first test scanning by June, and is considering a chainwide rollout by July, 1989, Gentry said.

The most evident change at Crown is the new store format, enlarged to 9,000 square feet and 11,000 square feet, up from 5,000 square feet and 7,000 square feet. Aisles were widened from 45 to 50 inches, for a more open shopping experience, with the right-side promotional aisle widened from 5 to 6 feet.

A distinctive diagonal aisle from the front door to the left-side cosmetics wall exposes merchandise better. Crown will reformat all but five of its stores with this diagonal aisle, Gentry said.

Gentry said all new stores, including two planned for 1988, will be built to the larger size. Remodels, including three stores moved recently to new shopping centers, have been enlarged as well.

"We've seen a big increase in sales on endcaps from the diagonal format," said Steve Atwood, district manager, who noted sales from larger stores are up 15 to 30 percent, and the larger size is averaging a $1.5 million annual sales rate.

The stores retain Crown's service, health care and convenience feel, which Gentry believes is vital for growth.

Stores have minimum staffing on each shift of one pharmacist, one cosmetician, two cashiers, and a floor manager.

"The Phar-Mors, Drug Emporiums, and Wal-Marts are changing this whole industry fast," Gentry says, citing three chains that have opened new stores here recently. Kroger combos and K marts with pharmacies have arrived. "They're going to change the consumers' shopping habits dramatically," he added.

"We have to be and remain a community drug store," said Gentry, who feels the consumer will be the ultimate loser if the discounters drive out the conventional drug store.

The discounter influx hasn't been the only challenge. Crown couldn't escape the bad economic fallout that has battered Winston-Salem in the last two years. That's included the RJR-Nabisco headquarters move to Atlanta, an AT&T plant closing, the bankruptcy of major employer McLean Trucking Co., and the loss of Piedmont Airlines' jobs through Piedmont's merger with U. S. Air.

Crown was hit again when RJR-Nabisco opened its own HMO for employees, sapping thousands of prescription dollars from local drug chains.

# *Sixty years of drug store retailing*

*The following items are taken verbatim from the pages of* Chain Store Age Drug Edition, *which became* Drug Store News *in 1979.*

***60 years ago***

NEW YORK, 1928 — The Walgreen unit in Times Square, New York, recently capitalized on its location in the center of the theatrical district by staging a special window display of makeup items. A large green panel bordered with gold colored silk, fluffed out at the top and crowned with a huge bow, announced that this was headquarters for theatrical make-up and also for the regular cosmetics that other than stage folk use.

***50 years ago***

SANTA MONICA, Calif., 1938 — Robert Ripley set the theme of a window display of sundries at the Thrifty drug unit, Fourth St. and Wilshire Blvd., Santa Monica, Calif., where Sherman Mabry is manager.

An enlarged photograph of the famous cartoonist dominated the center of the window. "Believe It Or Not" appeared in large letters below the photo with the message, "You can get all these items at Thrifty Drug Stores!"

The display included birdseed, canvas gloves, lunchboxes, electric heaters and a variety of other household goods.

***40 years ago***

ERIE, Pa., 1948 — To stress the significance of its prescription labels, Eckerd's Drug Stores, Erie, Pa., ran a newspaper advertisement which read: "The label that we put on every box, bottle or jar. . . is a symbol which stands for the highest measure of painstaking professional care and skill in the compounding operations. . . a symbol which attests to pinpoint precision which assures letter-perfect translation of your doctor's prescription. In short, our label is the hallmark of prescription perfection."

***30 years ago***

LEMOYNE, Pa., 1958 — Displays of combat helmets, canteens, and mess kits at Rea & Derick, Lemoyne, Pa., highlight current popularity of military toys. Combat gear, figurines, rifles and mechanical toys have been sharing the sales bulge.

***20 years ago***

CLEARWATER, Fla., 1968 — Eckerd of Florida is a strong believer in the principles of equality among the sexes—even in the warehouse. The fast-growing chain has appointed Mrs. Lillian Carroll as assistant manager of the Orlando division warehouse. The appointment marks the first time Eckerd's has had a woman filling such a capacity.

***10 years ago***

INDIANAPOLIS, 1978 — Hooks Drug is walking a tightrope between health service and energy conservation.

The Indianapolis-based chain has announced it's taking special measures to save energy in the wake of the coal miners' strike. The move affects its 230 drug stores across the state.

According to company president Norman P. Reeves, nearly all in-store and distribution center lighting has been cut at least 50 percent. All outdoor store lighting, except security lighting at front and rear doors, has been eliminated.

DrSN-*Spar Fragrance Merchandising Study* **BEAUTY TRENDS**

# Yule fragrance sales: Where's the excitement?

**By Elizabeth Parks**

As chain drug store fragrance buyers finalize their review of this past Christmas's sales, those *Drug Store News* have talked to say it was business as usual: they were neither too pleased or displeased.

Overall Christmas were flat, but some brands like Lady Stetson, Vanderbilt, Stetson, Chaps and Old Spice did well—a pattern that has persisted for several years.

Buyers often blame the category's lackluster performance on the fact that there aren't any "new brands" this year or that current advertising isn't creating any "excitement" within the category. But even when new products like a Lady Stetson or a Xia Xiang do hit the market, buyers generally report their individual growth comes at the expense of older, more mature brands.

For a long time now, we have felt there's more to the story than just an overall lack of excitement in an apparently stagnant category.

Frankly, chain drug stores could be hurting their own fragrances sales by failing to fully and efficiently merchandise the category at Christmas.

We had no way of testing our theory, because no one was monitoring what was actually happening to Christmas fragrance merchandising at the store level. . . until now.

At our request, Spar Marketing Services, an Eden Prairie, Minn.-based company that specializes in in-store merchandising data collection for packaged good manufacturers, audited the fragrance departments of 415 chain drug stores, five weeks prior to Christmas '87.

Spar measured the merchandisings factors that could positively or negatively make an impact on drugstore Christmas fragrance sales, including:

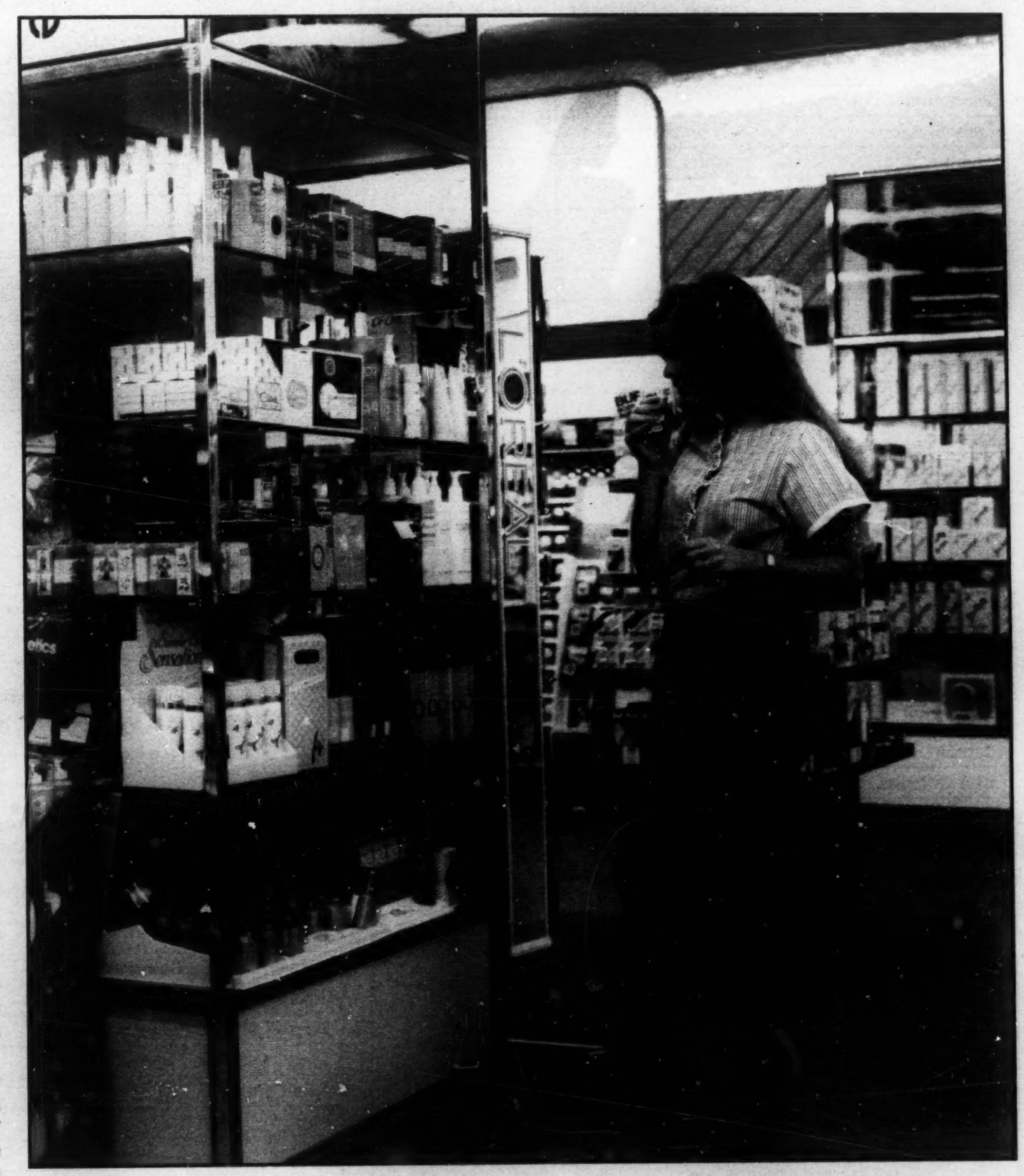
- The size of the fragrance department in an average chain drug store at Christmas;
- The percentage increases in Christmas display space versus everyday space (defined as the 10 months prior to the November/December Christmas season);
- The use or non-use of off-shelf displays that can draw shoppers' attention to popular and advertised brands;
- The use or non-use of point of purchase (POP) aids to make the displays truly eye-catching;
- The displaying of fragrance under glass which can minimize shrink, but often at the expense of incremental sales;
- The week in October or November when the majority of chain drug stores managed to get their displays out on the floor; and
- The efficiency correlation between dollar market share for selected key brands and the share of actual display space actually given these brands by the stores in the study.

We worked with Spar data, analyzing and correlating it to market research estimates of November/December dollar sales for fragrances in drug stores. Space allocations by Spar, were compared to current fragrance brand market share information.

The charts and the summaries shown in this issue are based on our analysis of Spar data, as well as imput from chain drug fragrance merchandisers and buyers, and from fragrance manufacturers.

With this study, we hope fragrance buyers and merchandisers, store managers or cosmetic sales clerks will understand how the average chain drug store did merchandising fragrances last Christmas, but particularly use this information for their Christmas '88 merchandise planning.

We want to give special thanks to Spar, in particular Lori Dick and her staff, for the energy and the insights that made this report possible.



**Spar's research of chain drug stores notes the effectiveness of freestanding fragrance displays.**

# Spar research allows examination of fragrance sales-space relationship

What is particularly useful about this Spar study of Christmas fragrance sales is how it allows retailers to observe a relationship between brand sales and the amount of space chain drug stores allocate to those brands.

For example, Chart 4 points out how Pay Less NW gave the fragrance department the largest amount of Christmas display space of chains surveyed: approximately 338 feet for the average Pay Less.

Rite Aid gave the category the smallest amount of Christmas display: approximately 75 feet per store.

Most buyers agree, that given the relative size of Pay Less and Rite Aid, the space allocations are "reasonable" or as one buyer said, "about what you would expect given the fact that the average Pay Less store is two or three times bigger than the average Rite Aid store."

### Key to maximization

However, buyers also say the way to determine whether Pay Less and Rite Aid both maximized their fragrance sales potential is to calculate the relationship between the average store sales increases in fragrances and their per-store average increases in space allocations.

The average Pay Less store, for example, increased the size of its fragrance department at Christmas by 88 percent and the average Rite Aid store increased its department by 135 percent.

Readers who want to compare their November/December two-month fragrance sales to their average dollar sales for the five two-month periods prior to Christmas '87 can do so by adding the first five two-month sales periods, dividing them by five and then comparing the resulting dollar sales volume to the volume generated during November and December.

*Continued on page 14*

**Chart 1A: The effect on sales of fragrance Christmas display allocations in chain drug stores**

(average linear ft.)

| | |
|---|---|
| Average size of everyday dept. | 85.8 |
| Average additional promotional space given at Christmas | 75.1 |
| Total display space | 160.9 |
| Average percentage increase in space allocations | 88% |
| Average percentage increase in sales for Nov.-Dec. '87, compared to average sales for five preceding bimonthly periods | 44% |

Source: *Drug Store News*/Spar Marketing Services

## *What buyers say should be done to maximize Christmas fragrance sales*

1. Use every available nook and cranny for strong displays, but don't expand space so much that turns are sacrificed.
2. Only put the strongest brands on display, which buyers evaluate by the following:
   - Dollar market share on a year-around basis;
   - The brand's share during the preceding November/December Christmas periods;
   - The manufacturer's presentation for the products: packaging, displays, POP, etc.;
   - The manufacturer's promotional support plans for the brand: print advertising, television exposure, sampling, etc.
3. Constantly look for what may become exciting new products or an exciting relaunch of a mature and possibly flat brand.

# BEAUTY TRENDS

## DrSN-Spar Fragrance Merchandising Study

# DrSN-Spar fragrance study

*Continued from page 13*

We did that for the average chain drug store in Chart 1B, based on market research dollar sales estimates given to us by manufacturers.

Chart 1B indicates that the drugstore industry increased its fragrance sales 44 percent during the two month Christmas period compared to the average sales volume for the preceding five two-month periods.

For the Christmas November/December time period, however, the average drug store increased its space allocations for fragrances by 88 percent over the regular display space for the first 10 months of the year.

At a superficial glance, it might seem as if the industry did not maximize its return on the space invested in Christmas fragrances: a 44 percent increase in sales compared to an 88 percent increase in space yields an index of increased business of just 50 percent.

But there are so many different factors to consider in determining what would be the best possible "achievable" efficiency correlation or index between sales and space increases, that *Drug Store News* and the buyers and manufacturers we talked to did not draw that conclusion.

Instead the correlation left us with a series of questions: whether an index of approximately 50 percent represents the best performance the average chain drug store can expect from fragrances at Christmas, or whether it is realistically possible to improve the correlation by giving the category more space and more creative merchandising at Christmas.

Some buyers who reviewed our study chain-by-chain felt that it might not be possible for many stores to increase the physical space they already give fragrances without simultaneously reducing turns.

However, all the buyers felt there were merchandising improvements that the average chain drug store can make in its fragrance merchandising.

Going through this study, the following questions should be asked:

- Were the right brands out for display, the popular brands with the strongest market shares?;
- Was the strongest possible type of display: a focal point island display supported by POP?;
- Was expanded shelf depended on too heavily to generate sales, resulting in poor sell-throughs?;
- Were too many popular brands under glass, without a sufficient number of sales assistants to move them through?

Every retailer knows that good off-shelf displays increase turns. This should be kept in mind when an evaluation is made of the brands in charts 1B and 1C.

Note should also be made of Chart 14, the brand efficiency chart for women's fragrances, which shows that out of all the women's brands we audited, Charlie and Jontue generated the most turns and the highest sales in the space they were given at Christmas. The correlation is based on their market share sales at Christmas compared to their space allocations at Christmas.

These charts show why these two brands did so well. They were in distribution in almost all of the stores surveyed, and approximately six out of every 10 stores that stocked these brands gave then off-shelf display space at Christmas.

Xia Xiang was a new launch last year and perhaps deserved more display support than it was given. However, many retailers say Xia Xiang did very well last year, and in many cases sold out of stores before Christmas.

In men's fragrances, Old Spice and English Leather were outstanding in their effciency cor-

*Continued on page 16*

### Chart 1B: Drug chains building displays for women's fragrance brands

(in percent)

| Brand | Stores carrying brand at Christmas | Carriers displaying brand at Christmas |
|---|---|---|
| Charlie | 99% | 66.8% |
| Jontue | 96 | 56.9 |
| Vanderbilt | 94 | 58.4 |
| Lady Stetson | 91 | 58.6 |
| Enjoli | 91 | 49.6 |
| Chantilly | 89 | 60.8 |
| Primo | 88 | 60.1 |
| Forever Krystle | 88 | 57.1 |
| Le Jardin de Max Factor | 85 | 54.6 |
| Scoundrel | 84 | 30.7 |
| Intimate | 80 | 43.9 |
| Aviance | 72 | 37.7 |
| Glorious | 52 | 60.9 |
| Xia Xiang | 43 | 23.4 |
| Jungle Gardenia | 34 | 13.0 |

### Chart 1C: Drug chains building displays for men's fragrance brands

(in percent)

| Brand | Stores carrying brand at Christmas | Carriers displaying brand at Christmas |
|---|---|---|
| Chaps | 97% | 54.1% |
| Stetson | 93 | 64.1 |
| *Brut Cologne | 85 | 45.6 |
| Pierre Cardin | 85 | 48.1 |
| *Old Spice | 79 | 51.1 |
| Cologne | 80 | 51.1 |
| *English Leather | 80 | 51.6 |
| Carrington | 80 | 43.9 |
| Adidas | 68 | 31.4 |
| Iron | 61 | 38.9 |
| Jovan Musk | 61 | 50.9 |
| Night Spice | 53 | 29.2 |
| Dallas | 34 | 23.9 |

*Any brands merchandised in men's toiletries section would not have been measured; neither were after-shave products measured.

Source: *Drug Store News*/Spar Marketing Services

### Chart 2: How space allocations at Christmas varied for select women's brands

(selected brands ranked by total average linear ft.)

| Brand | Total Christmas display space | % increase in space allocations at Christmas |
|---|---|---|
| Vanderbilt | 5.9 | 111% |
| Chantilly | 5.8 | 152 |
| Le Jardin de Max Factor | 5.5 | 189 |
| Charlie | 4.8 | 118 |
| Forever Krystle | 4.3 | 115 |
| Primo | 4.3 | 169 |
| Jontue | 4.1 | 128 |
| Glorious | 3.9 | 144 |
| Lady Stetson | 3.8 | 171 |
| Enjoli | 3.3 | 136 |
| Aviance | 3.2 | 146 |
| Xia Xiang | 3.2 | 146 |
| Intimate | 3.0 | 150 |
| Deborah's ScentSational Scents | 2.9 | 164 |
| Jungle Gardenia | 2.4 | 200 |
| Total of all fragrances | 39.9 | 105 |

Source: *Drug Store News*/Spar Marketing Services

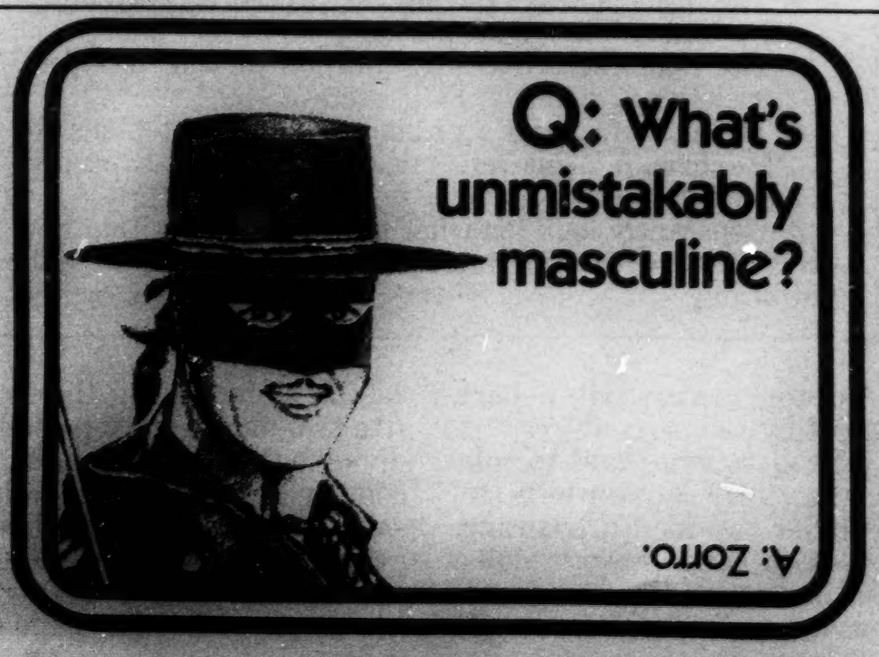
### Chart 3: How space allocations at Christmas varied for select men's brands

(selected brands ranked by total average linear ft.)

| Brand | Total Christmas display space | % increase in space allocations at Christmas |
|---|---|---|
| Old Spice Cologne | 6.6 | 214% |
| Stetson | 5.9 | 247 |
| Brut Cologne | 5.0 | 194 |
| English Leather Cologne | 4.4 | 144 |
| Jovan Musk | 3.9 | 144 |
| Pierre Cardin Original | 3.9 | 95 |
| Chaps Original | 3.5 | 119 |
| Carrington | 3.0 | 114 |
| Iron | 2.9 | 164 |
| Adidas | 2.6 | 160 |
| Dallas | 2.5 | 150 |
| Chaps Musk | 2.5 | 127 |
| Night Spice | 2.1 | 163 |
| Pierre Cardin Musk | 2.1 | 133 |
| Total all brands mentioned | 30.4 | 129 |

Source: *Drug Store News*/Spar Marketing Services

A glass display case in a Medi Mart.



# BEAUTY TRENDS

## DrSN-Spar Fragrance Merchandising Study

# DrSN-Spar fragrance study

*Continued from page 14*

relations (Chart 15), but they did it with displays in just half the stores that stocked them. Stetson also had a respectable efficiency correlation, but Stetson is a higher-priced brand that was well supported with displays in 64 percent of the stores that carried it.

Pierre Cardin and Brut Cologne had displays in nearly half the stores that stocked them, but neither did well in our effeciency correlation.

Adidas did well in our efficiency chart, in spite of the fact that only a third of the stores that carried Adidas displayed it.

Charts 2 and 3 can be used to see which brands got the most footage out of the average fragrance department, and how much their average display allocations changed at Christmas.

### Ranked space allocations

There were stores belonging to more than 40 drug chains audited in our survey, but we wanted retailers to be able to compare their average space allocations for fragrances to the average for the stores owned by the audited chains generating the highest volume drug sales.

Chart 4 shows how these high volume chains compared in relation to their average fragrance Christmas display space allocations, and their standings and allocations for the average drug store can be used as a basis for comparison by other retailers on how their own stores did last Christmas.

### Displays

Fragrance buyers and merchandisers tell *Drug Store News* that island and freestanding displays are the strongest way to merchandise fragrances at Christmas, primarily because they create a focal point for the department while they highlight the best selling brands.

They also create the right "atmosphere" for a chain drug store trying to sell fragrances, buyers say.

The 60 percent of stores who used islands and freestanding displays for women's fragrances last year were then in synch with the merchandising technicques that most fragrance merchandisers wanted in their stores last year.

The 41 percent, however, who gave expanded shelf space to women's fragrances may have been hurting the category by making it harder to generate turns. The 44 percent of stores who used endcaps may inadvertantly have been creating the wrong image for fragrance merchandising. Several fragrance merchanisers told us that ends are best used for toiletries and sundry merchandise at Christmas.

Buyers say the same strategies also apply to merchandising men's fragrances with one exception: a fragrance like Old Spice or Brut, which some shoppers consider a toiletry, can be merchandised effectively on an endcap.

However, the mass prestige brands will do better if they're merchandised in floor stands and in counter prepacks.

The chains that are known to do the best job in merchandising fragrances at Christmas, Walgreens, CVS and Longs (see charts 16-18) had freestanding focal point displays of Vanderbilt in most of their stores, and Walgreens

*Continued on page 18*

**Chart 4: Ranked comparisons of drug chains' average space allocations at Christmas for all fragrances**

(in linear ft.)

| Chain | Everyday space allocations | Additional promotional space given at Christmas | Total Christmas display space | % Increase in additional space at Christmas |
|---|---|---|---|---|
| Pay Less NW | 179.9 | 158.7 | 338.6 | 88% |
| Skaggs/Osco | 101.8 | 136.7 | 238.5 | 134 |
| Longs | 166.8 | 66.6 | 233.4 | 40 |
| Osco | 137.1 | 93.1 | 230.2 | 68 |
| Pay 'n Save | 85.0 | 141.9 | 226.9 | 167 |
| Page | 115.0 | 111.0 | 226.0 | 97 |
| A.D. Clark | 178.9 | 42.2 | 221.1 | 24 |
| Sav-on/Osco | 93.9 | 113.3 | 207.2 | 121 |
| Thrifty | 112.3 | 88.2 | 200.5 | 79 |
| Dart | 106.0 | 78.0 | 178.0 | 74 |
| Eckerd | 69.8 | 106.5 | 176.3 | 153 |
| Perry | 79.1 | 95.2 | 174.3 | 120 |
| Thrift | 117.6 | 56.3 | 173.9 | 48 |
| Walgreens | 75.0 | 96.2 | 171.2 | 128 |
| SupeRx | 122.7 | 40.6 | 163.3 | 31 |
| Average for all chain drug stores | 85.8 | 75.3 | 160.9 | 88 |
| Arbor | 86.1 | 71.9 | 158.0 | 84 |
| Peoples | 69.0 | 84.5 | 153.5 | 122 |
| Snyder | 80.9 | 53.3 | 134.2 | 66 |
| Brooks | 60.3 | 70.4 | 130.7 | 117 |
| CVS | 69.2 | 59.8 | 129.0 | 86 |
| Medicare-Glaser | 55.4 | 65.0 | 120.4 | 117 |
| Revco | 56.9 | 43.8 | 100.7 | 77 |
| Bill's | 85.3 | 13.5 | 98.8 | 2 |
| Genovese | 81.0 | 11.0 | 92.0 | 14 |
| Pathmark | 70.0 | 7.3 | 77.3 | 10 |
| Rock Bottom | 71.0 | 4.5 | 75.5 | 6 |
| Rite Aid | 32.0 | 43.1 | 75.1 | 135 |

Source: *Drug Store News*/Spar Marketing Services

**Chart 5A: How chain drug stores merchandised women's fragrances at Christmas**

(Percentage of stores using these specific types of displays)

| | |
|---|---|
| Endcap | 44.0% |
| Counter | 34.3 |
| Island or freestanding | 59.7 |
| Expanded shelf space | 41.4 |

Source: *Drug Store News*/Spar Marketing Services

**Chart 5A: How chain drug stores merchandised men's fragrances at Christmas**

(Percentage of stores using these specific types of displays)

| | |
|---|---|
| Endcap | 47.3% |
| Counter | 22.9 |
| Island or freestanding | 52.7 |
| Expanded shelf space | 42.3 |

Source: *Drug Store News*/Spar Marketing Services

**Chart 5B: Chain drug stores' strategies for merchandising Vanderbilt at Christmas**

(in percent)

| Chain | Endcap | Counter | Island or free-standing | Expanded shelf space |
|---|---|---|---|---|
| Brooks | 20.0% | 0% | 0% | 100.0% |
| CVS | 7.7 | 0 | 61.5 | 30.8 |
| Dart | 16.7 | 66.7 | 16.7 | 0 |
| Drug Fair | 0 | 50.0 | 50.0 | 0 |
| Eckerd | 6.3 | 0 | 87.5 | 6.3 |
| Genovese | 100.0 | 0 | 0 | 0 |
| Osco | 23.5 | 5.9 | 41.2 | 35.3 |
| Peoples | 0 | 25.0 | 62.5 | 25.0 |
| Revco | 7.7 | 15.4 | 53.8 | 30.8 |
| Rite Aid | 20.8 | 8.3 | 41.7 | 25.0 |
| Sav-On/Osco | 0 | 0 | 20.0 | 80.0 |
| SupeRx | 0 | 0 | 0 | 0 |
| Thrift | 33.3 | 55.6 | 11.1 | 0 |
| Walgreens | 6.7 | 6.7 | 80.0 | 10 |
| Pathmark | 0 | 0 | 0 | 0 |
| Medicare-Glaser | 20 | 0 | 20 | 60 |
| Longs | 0 | 0 | 71.4 | 28.6 |
| Page | 0 | 0 | 0 | 0 |
| Snyder | 50.0 | 0 | 50.0 | 50.0 |
| Pay Less NW | 50 | 0 | 33.3 | 50 |
| Skaggs/Osco | 57.1 | 0 | 42.9 | 0 |
| Pay 'n Save | 100.0 | 0 | 20.0 | 20.0 |
| Perry | 66.7 | 20.0 | 0 | 26.7 |
| Arbor | 0 | 33.3 | 16.7 | 66.7 |
| Thrifty | 21.4 | 14.3 | 28.6 | 57.1 |
| Bill's | 0 | 0 | 100.0 | 0 |
| A.D. Clark | 0 | 100.0 | 0 | 0 |
| Rock Bottom | 0 | 0 | 0 | 0 |

Source: *Drug Store News*/Spar Marketing Services